

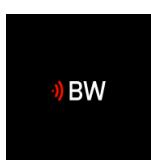
The Internet Broadcasters Promotion Handbook



Written By
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www.ScenicRadio.Com

Relaxing Entertainment for the World



www.BroadcastingWorld.Com

Global Broadcast Information Portal

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About The Author

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Mr. Childers' work has been cited in several national and International publications, including these:

Five Essays on Copyright In the Digital Era
Turrer Publishing

Research On High-Profile Digital Video Production
Digital Content Association of Japan

Video Podcasting in Perspective: The History, Technology, Aesthetics and Instructional Uses of a New Medium
Journal of Educational Technology Systems

Video Podcasting: When, Where and How it's Currently used for Instruction
The National Convention of the Association for Educational Communications and Technology

IP Packet Charging Model For Multimedia Services
National University of Rwanda

Preservation of audiovisual mediums: Problems and challenges
Platform for Archiving and Preservation of Art on Electronic and Digital Media

P2P Technology Trend and Application to Home Network
Electronics and Telecommunications Research Institute Journal

Peer To Peer Computing - The Evolution of a Disruptive Technology
Idea Group Publishing

Peer-to-Peer Systems and Applications
Lecture Notes In Computer Science
Springer Berlin / Heidelberg

Feedback

Please feel free to contact the author if you have any questions or comments. Your feedback is greatly appreciated.

You can contact the author here: www.KL7AF.com

Foreword

Welcome to the Internet Broadcasters Promotion Handbook. Creating and maintaining quality content is half the battle for Internet broadcasting. Attracting and maintaining a consistent audience level is the other half. It is vitally important to effectively promote the Internet broadcast station and attract as well as retain an active audience base.

I would like to thank Terrence Romero of El Mero Mero Media for contributing to the guide, Scarlet Coker for providing assistance with the editing of the guide, and James Davey at Broadcasting World for allowing me the opportunity to create this handbook. Musical inspiration by Brian Eno - An Ending (Ascent), The Michael Dow Trance Remix. My sincerest thanks to all my friends who have inspired and supported me in my quest for writing. I could not have done it without you wonderful people.

It is my sincere hope that the reader finds this handbook a valuable resource.

David Childers

November 2010

Posveèeno Neži Vidmar



Èas se lahko spremeni z našim vsakim vdihom

While it may be true that the best advertising is word-of-mouth, never lose sight of the fact it also can be the worst advertising.

Jef I. Richards
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Introduction

A lot of time and resources are used for creating a quality Internet broadcast and station website. It is necessary to develop and implement a promotional plan that will help the broadcast station get the maximum exposure. This will achieve the goal of establishing and maintaining a large active audience.

The plan itself should contain several elements which will support each other in a common purpose.

These elements include:

- What is the purpose of the promotion plan?
- What steps will be taken to implement the promotion plan?
- What are the cost considerations for implementing the promotion plan?

A promotion plan should never be set in stone and must be created with flexibility in mind. Business conditions can change rapidly and it is important to have a plan that can be easily modified as conditions warrant.

It is important to use creativity and time management skills to achieve maximum performance results at low cost. Large sums of money allocated to a promotional campaign does not always guarantee increased audience share or website visitors. To effectively promote an Internet broadcast station, everything must be considered. (Think guerrilla marketing.)

The art of Internet promotion is also constantly changing. It is important to stay current with effective tools and strategies that can be adapted for use to promote the Internet broadcast station. Networking with other Internet broadcasters can also provide valuable tips and information.

Who The Broadcast Is For

The broadcast station must have a clear mission for providing programming. When the type of programming the broadcast station will use has been determined, it is important to define the core audience that the broadcast station wants to attract. Knowing this information will make the job of promoting the broadcast station a much easier job.

It maybe be necessary to concentrate or narrow the type of programming that the broadcast station uses, if that genre has lots of competition from other broadcast stations. Narrowing down the content or finding a niche within a genre provides a greater opportunity to attract a more dedicated broadcast station audience.

Specific information can allow the broadcaster to effectively target the core audience and not waste time or effort in attracting people that may not be receptive of the station.

This information includes:

- Multimedia genre.
- Geographical region.
- Ethnic background.
- Social group.
- Age group.
- Gender group.
- Economic group.

Interests, Activities, and Opinions (IAO) variables should also be considered when researching and defining the broadcast station audience.

This information includes:

- Personality.
- Values.
- Attitudes.
- Interests.
- Lifestyles.

Once a station has been established, polls or questionnaires can be posted to allow the audience to provide continuous feedback and to gather additional information for audience research.

The Broadcast Station

How a broadcast station is created and run can help or hinder attracting and keeping audience members. The broadcaster must remember that they are operating on a global scale, not a local or regional scale. The station must appeal to a more diverse potential audience.

Do not allow the broadcast station to become a mere media play station, offer the audience many things.

These extras include:

- Entertainment.
- Information.
- Community experience.

Uniqueness

Explore and use the uniqueness of the broadcast station. Find a niche and strive to promote that unique characteristic.

What makes your station different from other stations:

- Genre.
- Location.
- DJ's.
- Website.
- Type of shows.
- Other.

The exclusivity of a station is important for making it stand out among stations.

Operation

How the broadcast station is run can heavily influence the station's marketing potential and its ability to attract an audience.

These are examples of things that can greatly influence the audience:

- Keep the broadcast stream running 24 hours a day to maximize the potential audience size. The station is broadcasting to the world, not just a local area.
- Always update the station playlist content and keep it fresh. Why should people tune in to the broadcast if the station has the same content without adding new material? Remember - variety is the spice of life.
- Offer the audience the ability to download shows, if the station produces live shows.
- Offer additional programming that is not part of the actual broadcast.

Geographical programming

Offer specific programming directed at target geographical audiences within the broadcast stream or as on demand download content. This will allow the station to maximize the audience potential for these geographical locations and population.

Example:

- North America.
- Central America.
- South America.
- Asia.
- Africa.
- Australia.
- Europe.
- South Pacific.

Identification

It is very important to properly tag the broadcast station. If it is not properly tagged, then it will not be found

by the audience that it is intended for.

- Title.

* Choose a title that best expresses the content of the broadcast stream and will generate interest in the it.

- Station Logo.

* Choose a graphic that will generate interest in the broadcast stream and will attract viewers.

- Description.

* Write a description that best expresses the content of the broadcast stream and will generate interest in it.

Monitor web traffic going to the broadcast stream and adjust the tag information as necessary to maximize traffic flow.

Sweepers

Use short announcements in the broadcast stream as a multi-purpose marketing tool. This can be used at the beginning of the stream or during the stream itself. This is free advertising for the station, use it!

- Encourage audience members to visit the station website.

- Encourage audience members to invite their friends or family to listen / watch the station.

- Use pre-roll announcements at the beginning of the broadcast stream:

* Encourage audience members to visit the station website.

* Encourage audience members to visit specific parts of the station website.

Multimedia encoding

Use a streaming format that is universal. Do not force potential audience members to download additional software to view / listen to the broadcast stream.

The Station Website

A well created website provides a reason for audience members to stay on the website and keep coming back. Poorly designed websites discourage people and will reflect negatively on the broadcast station. Remember that first impressions are lasting impressions.

Design

It is important to provide clean, clear and concise content for the station website. Using lots of "bells and whistles" on the website can detract from the users overall enjoyment and their ability to easily access the full resources available.

(KISS - Keep It Simple Stupid)

- Use quality content and update the content regularly.
- Use website templates to easily create the website.
- The website should be easy to navigate.
- The website should have a contact page.
- The website should use a balance of text and graphics.
- Use alt tags for embedded graphics - these are indexed by search engines.
- If the website includes advertising:
 - * Blend the advertising within the content.
 - * Do not over saturate the website with advertising.
- Avoid using Flash only index pages.
- Avoid configuring audio or video files to automatically start when a web page opens.
- Check website for spelling and grammar.
- Optimize index page to reflect uniqueness of station, using key words.
- Do not use excessive website scripting.
- Use internal banners to direct people to specific parts of the station website.
- Enable the website to allow visitors to send people E-Mail messages to inform them about the station website.
- Have games on the website to keep people attracted to using the site.
- Primary Search Engines to market with are:
 - * Google
 - * Yahoo
 - * Bing

Online tools to validate website construction and HTML coding

Validate the website HTML for multi browser viewing.

- www.websitegrader.com
- www.mysitegrader.com
- validator.w3.org

Offer website accessories

Have items that the audience members can put on personal websites. This provides collateral advertising and creates loyalty / community for the station audience.

- Widgets / browser add-ons to allow people to listen / view the broadcast station stream.
- Station logo.
- Computer desktop themes.
- Computer desktop art.
- Screen saver art.

Apple, Android and BlackBerry applications

Create mobile device applications to allow the station audience to receive the broadcast stream.

- www.jacapps.com

Website translation

Offer non English speakers with the ability to read the website content in their native language.

- translate.google.com/translate_tools
- babelfish.yahoo.com

Traffic Statistics

Website visitor and media server statistics can be used to track the effectiveness of a promotion plan. This information can provide useful information on various aspects of website visitors and the broadcast audience members habits. Broadcast programming or portions of the website that are promoted can be monitored for additional traffic activity by analyzing the traffic logs.

Statistics can also be used in helping to create an effective promotion plan by pinpointing weak areas in the current content. These weak areas can be reinforced by adding to or modifying existing station programming or website content.

Website traffic statistics

The most important website statistics are:

- Unique visitors.
- Repeat visitors.
- Visitor IP addresses.
- Total page views.
- Entry pages.
- Exit pages.
- Files accessed.
- Failed requests. (This can represent problems within the website coding or missing files.)
- Website referrers.
- Search query used.
- Hourly summary.
- Daily summary.
- Weekly summary.
- Monthly summary.

* Note - The measurement of hits are not the same as actual visitors accessing a website. Each file that is accessed by people viewing the website is listed as a hit. A web page and three graphics would register as four hits, in reality this is only one visitor.

- Various software programs that can be used to analyze the log files of website traffic.

www.deep-software.com
www.webalizer.org
www.hping.org/visitors
www.w3perl.com

- Online software programs that can be used to provide real time website traffic.

www.google.com/analytics
www.feedjit.com

- Online tools that can be used to check page ranking and web traffic comparison with similar websites.

www.compete.com
www.alexa.com/siteinfo

Media server statistics

The most important station broadcast statistics are:

- Unique visitors.
- Repeat visitors.
- Visitor IP addresses.
- Connection time.
- Media player used.
- Hourly summary.
- Daily summary.
- Weekly summary.
- Monthly summary.
- Various software programs that can be used to analyze the log files of media stream servers.

www.alterwind.com/loganalyzer/log-analyzer-lite.html

www.casterstats.com

www.sawmill.net/formats/shoutcast16.html

www.dragonwire.org/shoutcast_logparse

www.starnetwork.ro/shoutcast_log_parser/main.php?lang=en

www.glop.org/shoutstats

Embedded Stream Links

Creating links to the Internet broadcast stream and placing them on the station website will allow the casual web surfer to tune in to the broadcast stream. This is also another method of keeping people "attached" to the website. Making it easy for people to access the broadcast stream is very important.

It is recommended that the broadcast stream links are for the major multimedia player applications. This will obviously also depend on the type of broadcast stream encoding that is used by the broadcast station stream.

Embedding stream links for standard computers

- M3U

(Creating a M3U stream link)

Open notepad or your favorite text editor.

Create a new file.

Input the following into the file:

(Substitute your station information for the information listed.)

`http://ip_address_of_server:port_number/stream_name`

Save the file as listen.m3u.

Upload the file to your web site.

Create a http link to the file.

- PLS

(Creating a PLS stream link)

Open notepad or your favorite text editor.

Create a new file.

Input the following into the file:

(Substitute your station information for the information listed.)

[playlist]

File1=`http://ip_address_of_server:port_number/stream_name`

Title1=Station name - Station website - Other station information

Length1=-1

NumberOfEntries=1

Version=2

Save the file as listen.pls file.

Upload the file to your web site.

Create a http link to the file.

- ASX

(Creating a ASX stream link)

Open notepad or your favorite text editor.

Create a new file.

Input the following into the file:

(Substitute your station information for the information listed.)

```
<asx version="3.0">
<entry>
  <title>Title Of Stream</title>
  <ref href="http://ip_address_of_server:port_number" />
```

```
</entry>
</asx>
```

Note:

<ref href="http://>

Indicates the transfer protocol used, which could be http, mms, etc.

Save the file as listen.aspx file.

Upload the file to your web site.

Create a http link to the file.

- RAM

(Creating a RAM stream link)

Open notepad or your favorite text editor.

Create a new file.

Input the following into the file:

(Substitute your station information for the information listed.)

`http://ip_address_of_server:port_number/stream_name`

Save the file as listen.ram file.

Upload the file to your web site.

Create a http link to the file.

Embedding stream links for mobile devices

- Iphone

Create an embedded page for listeners.

Open notepad or your favorite text editor.

Create a new file.

Input the following into the file:

(Substitute your station information for the information listed.)

```
<EMBED id="player" name="player" type="image/x-quicktime"
src="http://fully_qualified_domain_name:port_number/listen.pls" WIDTH="100%" HEIGHT="100%"
CONTROLS="Default" autostart="true">
(Do Not Use The IP Address Of The Stream.)
```

- Blackberry

Create a linked M3u file for listeners.

Open notepad or your favorite text editor.

Create a new file.

Input the following into the file:

(Substitute your station information for the information listed.)

`http://fully_qualified_domain_name:port_number`
(Do Not Use The IP Address Of The Stream.)

Save the file as listen.m3u.

Upload the file to your web site.

Create a http link to the file.

* Note - Smart phone media players cannot accept IP address, they can only use a Fully Qualified Domain Name. You must translate the IP address to a Fully Qualified Domain Name.

You can convert an IP address to a Fully Qualified Domain Name using this website:

www.dnstools.com

Check - Resolve/Reverse Lookup

- Enter IP address.

- The Fully Qualified Domain Name will be given.

Listing The Broadcast Station

Listing the broadcast station in multiple Internet broadcast directories is very important. This provides the broadcast station with increased exposure on multiple sites and greater ability to attract a more diverse audience for the broadcast stream.

Itunes

E-Mail submission
Send E-Mail to: itunesradio@apple.com

Hello, and thank you for your interest in iTunes Radio. AS OF NOVEMBER 10, 2010, WE HAVE MADE SEVERAL CHANGES TO OUR SUBMISSION AND PROCESSING GUIDELINES. Please take a moment to read the following email to ensure you are up-to-date on these procedures.

- Effective immediately, we will be halting NEW submissions in the genres of "International", "Electronica" (including Dance, Clubbing, etc.) and "Top 40/Pop".
- We will continue to accept updates to pre-existing stations in these genres.
- Stations with multiple streams or bitrates will not be accepted. Stations using names other than their own to be listed higher in the directory or twice in the directory will be rejected.
- Streams below a bitrate of 64k will not be accepted.

PLEASE BEAR IN MIND THAT THIS IS AN AUTOMATICALLY GENERATED RESPONSE.

If you have already sent new submissions or updates, they will be processed within approximately 5 business days.

To add, edit, or troubleshoot your listing in the iTunes Radio Directory, please follow the guidelines below.

1) All emails must have one of these three subject lines as follows:

- * Station Submission: (station name) (ex: Station Submission: Hits Radio)
- * Station Update: (station name, exactly as it appears in iTunes)
- * Other Inquiry: briefly state issue here

2) Station updates and submissions for multiple stations at once may be submitted in one email. Please attach the information in a document (MSWord, Pages, etc.) if there are more than three updates or submissions.

3) We will only accept requests from the contact that we have on file for the station or a station owner. Listeners, friends, station personnel not listed with us cannot make requests on behalf of a station.

4) Station submission requests must contain all of the following information:

* Station Name

(This must be the name as it is used in your station's official branding; you may not change your name to start with 'A' to be listed higher unless it is a legitimate part of your station's name.)

* City/State/Country of Origin

* Language of Broadcast

* Stream Type (MP3, AAC or AAC+)

* Station genre; must be a genre listed in iTunes that is NOT "International", "Electronica" or "Top 40/Pop" (maximum two genres per station)

* Website for station

* Short station description (to be shown in tuner)

* Contact name, email and phone number

* Bitrate (minimum 64k; sorry, only one bitrate per station)

* Audio Stream IP/URL (sorry, only one url per station)

If you are a Live365 station, you must make your request through iTunes at Live365 (iTunes@live365.com)

5) Station update requests must contain the following information:

- Station name (this MUST be the name as it exists in iTunes)
- Contact person name, email and phone number
- The specific update you'd like us to make ONLY (do not resubmit information that is remaining unchanged)

6) Further notes:

Please ensure that your station stream works properly in iTunes:

- * Open iTunes
- * Select 'Open Audio Stream' from the 'Advanced' menu
- * Enter your audio stream URL

Remember: only .m3u, .mp3 and .pls formats are compatible with iTunes. IP addresses (with these format streams) are also acceptable. .asx, .wma, .qtl and other various formats are NOT compatible and should not be submitted for consideration.

iTunes does not guarantee specific times of updates, station addition or station maintenance.

Additions and changes may only be made to the directory included with iTunes 10. No changes can be made to older versions of iTunes. If you do not see your station, first ensure you are using the latest available version of iTunes, available here: www.apple.com/itunes/download

Station names, descriptions, and URLs may be edited to conform to our editorial and technical standards.

We may remove your station at any time, without notice. We may not re-add a station depending on this issues surrounding its takedown. In most circumstances, we will attempt to contact you when we remove a station, using the contact info you provided to us.

Please allow up to 5 business days for your station to be added before inquiring about its status.

Best regards,

iTunes Radio Team

Windows Media

E-Mail submission

Send E-Mail to: tuner@microsoft.com.

If you are requesting a new listing or renewing an expired listing, a customer service representative will ask you to fill out a form with details about your station. After all the paperwork is completed, your station will be displayed within the Internet Radio feature in Windows Media Player.

Online Directories

Broadcasting world

Website submission

www.broadcastingworld.net/listen/add

IORSN

Website submission

www.iliketunes.com/login.asp?url=newstation.asp

Streamfinder

Website submission

www.streamfinder.com/add-station-to-directory

Streamdir

Website submission

streamdir.com/addstream.php

Shoutcast

Broadcaster must be streaming with their software.

Icecast

Broadcaster must be streaming with their software.

Submit streams to specialty websites

You can promote your station using user driven social media websites that allow people to find content that is rated by peer based interest.

- General content

- * www.digg.com
- * www.reddit.com
- * www.submitt.com
- * www.fark.com
- * www.mixx.com

- For technical content

- * www.slashdot.org

You can promote your station using social bookmarking web services that allow storing, sharing, and discovering web bookmarks.

* www.delicious.com

* www.stumbleupon.com

Supplementary Techniques

These are additional methods that can be used to attract and build the Internet broadcast station audience.

Advertising

Promoting the broadcast station on other websites through advertising is a cost effective method. This allows the ability of attracting potential audience members from other websites. It also allows the station to make connections with local people.

- Web based:
 - * Google Adwords: adwords.google.com
 - * Google TV: www.google.com/adwords/tvads
 - * Facebook: www.facebook.com/advertising/
 - * Orkut: <http://www.orkut.com/html/advertise/ROW/overview.html>
- Link exchanges with reputable websites.
- Banner exchanges with reputable websites.
- Post station information on Craigslist.

- Create station flyer's and post locally.
- Print station business cards.
- Print station bumper stickers.
- Print window decals.

*Note - Do not waste time posting information on "Link Farm" web sites.

Journalism

- Writing.
Articles can be written that are related to the content of the broadcast stream and published on the Internet. (Direct readers to the station website within the article.)
 - * www.ezinearticles.com
 - * www.hubpages.com
 - * www.squidoo.com
 - * knol.google.com
- Blogs.
 - * Seek out blogs that are related to the content of the broadcast stream.
 - * Spread the word and make relevant comments about the broadcast station without spamming.
- Local Media.
 - * Write stories or content for local organizations.
 - News papers.
 - Civic groups.
 - Television stations.
 - Radio stations.
 - Magazines.
- E Books.
 - * Create e books that the station sponsors using public domain content.
 - * Create e books that the station sponsors that discuss programming or content used by the station.
- Online Magazines.
 - * Create and publish "magazines" in PDF format to download. (Articles, Graphics, Pictures.)
- News Letters.
 - * Create and publish a regularly scheduled station news letter that provides additional "inside information" that is not covered on the station website or other online presence.
- Press Releases.

Networking

- Forums.

Become a members of Internet forums related to the content of the broadcast stream.

- * Spread the word and make relevant comments about the broadcast stream without spamming.
- * Include the address of the station website in your forum signature.

- News groups.

* Join groups related to the station genre, location, audience etc.

* Spread the word and make relevant comments about the broadcast stream without spamming.

- Yahoo
- Google
- Others

- Social media.

* Create a social media fan page for the broadcast station website:

- Social media content should be specific.
 - * Target specific points.
 - * Creatively designed.
 - * Reinforced with slight repetition.

- Facebook.
- Twitter.
- Orkut.
- MySpace.

* Encourage people to follow the fan page.

Exposure

- Embed the broadcast stream on web pages:

- * Social media website.
- * Business website.
- * Personal website.

- Allow people to comment on the station website.

- Allow people to embed the stream on other websites.

- Request broadcast stream links placed on outside websites.

- Interview with local media outlets:

- * News paper.
- * Magazine.
- * Radio.
- * Television.

- Announce the broadcast station on Craigslist.

- Use E-Mail to promote the broadcast station.

- Sponsor an event.

- Partnerships with businesses or organizations.

- Photo galleries:

- * Station staff.
- * Events.
- * Audience.

- Live studio camera embedded on website.

- Live remote broadcasts embedded on website.

Viral media

The broadcast station should create viral media which can be used as a marketing tool. People can then recommend these items to others and your station will be marketed by word of mouth.

- Youtube - (Video) Funny or unique content.

- Flickr - (Pictures/Graphics) Funny or unique content.

Underground Talent

Cover talent that is not mainstream.

- Conduct interviews.

- Play their music.

- Embed their video clips.

- Post their content.

The Audience

It is important that the broadcast station keeps the audience as the primary reason for its existence. Without an active audience, then there is no benefit of maintaining the broadcast stream.

Interaction

Interacting with the station audience builds togetherness and makes them feel like part of the operation of the station.

- E mail - This is a very valuable tool which offers very fast and convenient contact with an audience.
 - * The station should start creating an E-Mail list as soon as possible
- Forums - A place to exchange information and ideas as a community.
- Chat rooms - Live/ real time interaction with the broadcast stream audience.

Keeping them loyal

Keeping the audience loyal is not hard and does not require spending large amounts of money. Imagination and planning are the keys.

- Give things away.
(The station can create bumper stickers and logo's so people can download them and print them.)
- Listener dedications on the air.
- Station contests.
 - * Use listener voices on the station website - other listeners can vote for which ones to use.
 - * Use listener video on the station website - other listeners can vote for which ones to use.
 - * Use listener pictures on the station website - other listeners can vote for which ones to use.

Feedback

It is very important to solicit audience feedback. This can provide the station with ideas and suggestions to boost the station audience potential or correct problems that the station management are not aware of.